

ADVERTISING CHAPTER 0500

This chapter contains policy regarding state advertisements and notices in state publications, public newspapers, radio, television, or other media.

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SAM - ADVERTISING

GENERAL POLICY

0500

(New 9/93)

Government Code Sections 11080 and 11081 mandate that every State agency shall send all notices, advertisements, or publications which they are legally required or authorized to publish to the Department of General Services (DGS). The law gives DGS the sole authority to approve and have published all such notices, advertisements, and publications.

The DGS grants each State agency an exemption from its approval and delegates to each state agency the authority to have published any required or authorized notice, advertisement, or publication.

Section 500 et seq. of SAM discusses the following rules:

1. Advertising an Auction.
2. Publication of Administrative Regulations.
3. "Help Wanted" Advertisements.
4. Advertising Public Works Contracts.
5. Contracts for Advertisements.

TERMS AND DEFINITIONS

0501

(New 9/93)

Auction. A public sale at which property or goods are sold to the highest bidder.

"Help Wanted" Advertisements. An advertisement for finding new employees.

Legal Notice. A notice required by law.

Public Works Contracts. Contracts for structures, roads, dams and schools that are designed for public use and paid for by government.

ADVERTISING AN AUCTION

0510

(Revised 9/93)

When advertising an auction of state property, the ad must state those sales taxes, when applicable, will be added to the bid prices.

PUBLICATION OF ADMINISTRATIVE REGULATIONS

0520

(Revised and Renumbered 9/93)

Agencies do not need DGS approval to publish legal notices when adopting, amending, or repealing regulations. See Government Code Section 11346.4 for the legal requirements governing publication of notices for adopting, amending or repealing regulations.

"HELP WANTED" ADVERTISEMENTS

0530

(Revised and Renumbered 9/93)

Agencies do not need DGS approval to place "help wanted" ads.

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ADVERTISING PUBLIC WORKS CONTRACTS

0540

(Revised)

For information about advertising small or minor public works contracts, please see the "State Contracting Manual" on the Internet at: <http://www.ols.dgs.ca.gov/Contracting+Info> You may also request a manual through the DGS Office of Legal Services at: (916).

CONTRACTS FOR ADVERTISEMENTS

0550

(Revised and Renumbered 9/93)

Contracts for advertising space do not require DGS approval unless they exceed \$15,000 or the amount specified in SAM Section 1215.

ADVERTISING IN STATE PUBLICATIONS

0580

(Revised)

Statutory Authority Government Code 14851 authorizes the Office of State Publishing (OSP), a.k.a. Office of State Printing, to accept paid advertisements in state publications or in publications promoting an OSP-supported project or program from any vendor that is participating as a partner in that project or program, except that OSP may not accept or publish any paid political advertising. This legislation specifically authorizes OSP to provide this service; it does not allow for printing of ads by other service providers.

Advertising Media The variety of advertising media available to OSP includes traditional printing, CD-ROM, and Internet on-line publications.